

FILE

fashion calendar

1971

31 st year • issued weekly

JUNE 28

JANUARY	MAY	SEPTEMBER
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FEBRUARY	JUNE	OCTOBER
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MARCH	JULY	NOVEMBER
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Publisher.

WEEK ENDING FRIDAY, JUNE 25, 1971

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
	FALL SHOWINGS FOR VISITING PRESS Unless otherwise noted, all showings are held in the Colonnades Ballroom (last 2 days). By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	AMERICAN DESIGNER SHOWINGS	MARRIOTT'S ESSEX HOUSE 160 CENTRAL PARK SOUTH
<u>Thurs., June 24:</u>	8:00 A.M.	CULTURED PEARL ASSOCIATIONS OF AMERICA AND JAPAN (breakfast and showing)	
	9:00 A.M.	JOHN ANTHONY	
	9:45 A.M.	ANNE FOGARTY	
	10:30 A.M.	CLAUDIA BY GEORGE HALLEY	
	11:15 A.M.	ARTHUR WILLIAMS FOR PERIPHERY LOUNGEWEAR	
	12:15 A.M.	CADORO JEWELRY (aperitif)	
	1:00 P.M.	MONSANTO COMPANY (TEXTILES DIVISION) (luncheon) "Wigging Out" film and Elura Wig presentation	
	2:30 P.M.	DONALD BROOKS	
	3:15 P.M.	RITTER BROS.	
	4:00 P.M.	POLO BY RALPH LAUREN	
	4:45 P.M.	Writing Period	
	5:45 P.M.	OLGA UNDERFASHIONS (cocktails)	
<u>Friday, June 25:</u>	8:00 A.M.	REVLON'S "Red Hots of '72" -- preview breakfast	
	9:00 A.M.	JOSEPH STEIN BY MURIEL READE	
	9:45 A.M.	VICTOR JORIS FOR CUDDLECOAT	
	10:30 A.M.	DIANE VON FURSTENBERG	
	11:15 A.M.	FERDINANDO SARMI	
	12:00 Noon	STIRRUP CUP (luncheon)	
	1:00 P.M.	ADRI	
	1:45 P.M.	GIORGIO DI SANT'ANGELO	
<u>Thursday June 24</u>	PRESS PREVIEW OF FUR COLLECTIONS 3:15 P.M.	RITTER BROTHERS	MARRIOTT'S ESSEX HOUSE COLONNADES BALLROOM
	Fur preview for out-of-town and local press. Also special collection of furs by Scaasi. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
<u>Thursday June 24</u>	PRESS SHOWING: RIVE GAUCHE COLLECTION 4:30 P.M.	YVES SAINT LAURENT- PARIS COLLECTIONS By invitation. Contact: Sophie Xuereb, 832-7100.	543 MADISON AVENUE SHOWROOM - 3RD FLOOR
<u>Friday June 25</u>	PRESS SHOWING OF FALL COLLECTION 1:45 P.M.	GIORGIO DI SANT'ANGELO (24 EAST 38TH STREET)	MARRIOTT'S ESSEX HOUSE COLONNADES BALLROOM
	Complete collection; and introducing Sant'Angelo for Samuel Robert. By invitation. Thereafter by appointment in showrooms. Contact: 685-3765.		
<u>June 27- July 1</u>	NEW YORK LAMP AND HOME FURNISHINGS SHOW, STATLER-HILTON HOTEL. Contact: Maxine or Robert Carman, Little Bros. Shows, 220 Fifth Avenue, MU. 3-3380.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JUNE 28, 1971</u>			
Monday June 28 4:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: 582-0924.	STRAVROPOULOS (16 WEST 57TH STREET)	REGENCY HOTEL REGENCY ROOM
Beginning Monday June 28	FABRIC AND FASHION PREVIEW IN CALIFORNIA "Motivation Spring-Summer '72" -- preview of fashion and fabric trends. By appointment. Contact: Tom Mahar, 213-627-7477.	CELANESE FIBERS MARKETING COMPANY	110 EAST 9TH STREET CALIFORNIA MART - L.A.
Beginning Monday June 28	OPENING OF CRUISE COLLECTION By appointment. Contact: Alina Roux or Kathy Bourke, 249-9600.	KEN SCOTT	17 EAST 67TH STREET SHOWROOM - 3RD FLOOR
Thursday July 1 7:00 P.M.	PREMIER SHOWING: VOODOO COLLECTION Part of the inaugural banquet and gala entertainment to celebrate arrival of the new Greek cruise ship "Atlantis." By invitation. Publicity: Budd Calisch, Dorelle Associates, 489-8420.	TSEKLENIS OF ATHENS	R.H.M.L. ATLANTIS PIER 97 (57TH STREET)
July 5	INDEPENDENCE DAY (Monday) -- Legal Holiday, celebrating July 4		
Tuesday July 6 12:00 Noon	PRESS PREVIEW OF FALL MILLINERY Preview of Emme's new collection. By invitation. Contact: PL. 8-1686.	EMME FOR DON MARSHALL	18 EAST 53RD STREET SHOWROOM - 3RD FLOOR
Tuesday July 6- Aug. 22	PRIZE DESIGNS BY STUDENTS Prize winners of Design Competition for Embroidery Manufacturers' Association. Six original designs made up in embroidered fabrics for day, evening or lounge-wear. Open to public: Monday-Thursday, 10:00 A.M.-7:00 P.M.; Friday & Saturday, 10:00 A.M.-4:00 P.M. Contact: Dorothy Tyroler, 673-0300.	TRAPHAGEN SCHOOL OF FASHION	257 PARK AVE. SOUTH (21ST STREET)
Wednesday July 7 12:00 Noon	PREVIEW: HATS, COUTURE BOUTIQUE ACCESSORIES Champagne Vernissage of Mr. John's "Top-To-Toe" collection for Autumn and Winter. For press and buyers, by invitation. Thereafter by appointment. Contact: PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Thursday July 8 12:00 Noon	AUTUMN-WINTER COLLECTION By invitation. Contact: Elizabeth Bixon, 688-4410.	ADOLFO (22 EAST 56TH STREET)	ST. REGIS HOTEL VERSAILLES ROOM
Friday July 9 11:00 A.M.	PRESS PREVIEW: FASHION LAB "Motivation Spring-Summer '72" -- preview of fashion and fabric trends. By invitation. (Showings for designers and manufacturers, July 12-30, see below.) Contact: Stephanie Simpson, 867-2000, ext. 2550 or 3001.	CELANESE FIBERS MARKETING COMPANY	522 FIFTH AVENUE 6TH FLOOR
Monday July 12- July 30	SPRING-SUMMER '72 FASHION-FABRIC TRENDS Presentation for designers and manufacturers of "Motivation Spring-Summer '72." By reservation. Showings at 8:45 A.M., 11:00 A.M., 4:00 P.M. Contact: Ruth Sublette, 867-2000, ext. 2212 or 2532.	CELANESE FIBERS MARKETING COMPANY	522 FIFTH AVENUE 6TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday July 15 9:00 A.M.	PREVIEW: SPRING COLORS & FABRICS Walking tour for trade featuring Alden catalog operation. <u>Press cocktail reception at 4:00 P.M.</u>	GAMBLES CORPORATE BUYING By invitation. Publicity: Polly Guerin, 679-8695.	450 WEST 33RD STREET SHOWROOM - 9TH FLOOR
Tuesday July 13 5:00 P.M.	FALL-WINTER COLLECTION By invitation. Also July 14 and 20 at 10:30 A.M. By reservation. Contact: CH. 4-5452.	NORMAN NORELL	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday July 13- July 15	FALL COUTURE IN LONDON <u>July 13:</u> Clive -- 11:00, 3:00, 7:00; Mattli; Elliott Shoes. <u>July 14:</u> Hardy Amies -- 11:30 and 3:30. Contact: Miss Joyce Kirkman, c/o H & M Rayne Ltd., Tileyard Road, Kings Cross, London N.7.		
Wednesday July 14 9:45 A.M. Breakfast	PRESS PREVIEW: MODEL ROOMS Semi-annual preview of model rooms and furniture vignettes on 9th floor. By invitation. Publicity: Ina Schell, OX. 5-4400, ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
July 14	10:30 A.M., NORMAN NORELL, 550 Seventh Avenue, 10th floor, CH. 4-5452.		
Thursday July 15 10:00 A.M.	PRESS PREVIEW: NEW ROOM SETTINGS "The Second Time Around" -- six room settings, in addition to boutique home furnishings. By invitation. Open to public, Mon., July 19. Publicity: Pat Thavenot, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	7TH FLOOR GAYLORD GALLERY
Friday July 16- July 22	COUTURE SHOWINGS IN ROME Contact: Camera Nazionale della Moda Italiana, via Lombardia 44, 00187 Rome. Valentino (July 21) 24 Via Gregoriana, Rome, Italy.		
July 20	10:30 A.M., NORMAN NORELL, 550 Seventh Avenue, 10th floor, CH. 4-5452.		
Thursday July 22- July 25	COUTURE SHOWINGS IN MADRID Collections by Carmen Mir, Herrera Y Ollero, Pedro Rodriguez, Mitzou, Villahierro, Elio Berhanyer, Lino, Pedro Rovira, Santa Eulalia, Pertegaz. Contact: Miss Virginia Tablas, Oficina de Promocion de la Moda Espanola, Ministerio de Informacion Y Turismo, Avenida Generalisima 29, Madrid, Spain.		
Sunday July 25- July 27	ANNUAL CONVENTION AND JEWELRY FAIR International Jewelry Trade Fair. Contact: Jack Barker or Paul McDonald, Jr., 1025 Vermont Ave. N.W., Washington, D.C. 20005, 202-628-3355.	RETAIL JEWELERS OF AMERICA	N.Y. HILTON HOTEL; & AMERICANA HOTEL
Monday July 26 8:15 A.M. & 9:45 A.M.	FOOTWEAR FASHION PROJECTIONS "In The Mood" -- Spring '72 apparel and footwear trends for men, women and children. Presented by Footwear Fashion Projections. Show production and apparel research: Doris A. Weston, Inc.; shoe content: Thelma Hennessey, Vice President, Director of Fashion, NSRA; Helen Joseph, Shoe Fashion Director, Association Fashion Service of NEFA, VFRA. Sponsored jointly by American Footwear Mfrs. Assn., National Shoe Retailers Assn., Volume Footwear Retailers of America, New England Footwear Association. Tickets: \$20.00 each. Contact: 51 East 42nd St., Rm. 1003. MU. 2-8727. (Manufacturers will show in private suites at Waldorf-Astoria and Hotel Plaza, July 25-27.)	AMERICAN FOOTWEAR MFRS. (342 MADISON AVENUE)	WALDORF-ASTORIA GRAND BALLROOM

Monday
July 26-
July 30

COUTURE SHOWINGS IN PARIS

(P, press; B, buyers)

Mon., July 26:

9:00 A.M. Serge Lepage (P)
10:00 A.M. Venet (P)
10:30 A.M. Dior (B)
11:00 A.M. St. Laurent (P) Feraud (P)
11:30 A.M. Molyneux (P) Venet (P)
2:00 P.M. Vaughn (P)
2:30 P.M. Dior (P)
3:00 P.M. Molyneux (P & B)
3:30 P.M. St. Laurent (B)
4:00 P.M. De Rauch (P)
5:00 P.M. Serge Lepage (B)
5:30 P.M. Dior (P)

Tues., July 27:

9:30 A.M. Balmain (P)
10:30 A.M. Givenchy (B)
11:00 A.M. St. Laurent (B)
11:30 A.M. Cardin (P)
2:30 P.M. Ungaro (B)
3:00 P.M. Givenchy (B) Balmain (B) Venet (B) De Rauch (B)
4:30 P.M. Chanel (P)
5:30 P.M. St. Laurent (P)

Wed., July 28:

9:15 A.M. Ungaro (P)
9:30 A.M. Patou (B)
10:15 A.M. LaRoche (P)
11:00 A.M. Venet (B)
11:15 A.M. Ricci (B)
11:30 A.M. Lanvin (P)
12:30 P.M. Hercey (P)
2:15 P.M. Patou (P)
2:30 P.M. Ungaro (P & B)
3:00 P.M. Lanvin (P) Cardin (B) Ricci (B)
3:45 P.M. Ricci (P)
5:00 P.M. LaRoche (P & B) Griffe (P)
6:00 P.M. Carven (P)

Thurs., July 29:

9:15 A.M. Givenchy (P)
10:30 A.M. Lapidus (P)
12:00 Noon Scherrer (P)
2:00 P.M. Courreges (P)
3:00 P.M. Givenchy (P) LaRoche (B) Carven (B) Lanvin (B)
3:30 P.M. Gres (P)
5:00 P.M. Courreges (P) Lapidus (P)
6:30 P.M. Carven (P)

Fri., July 30:

10:30 A.M. Gres (B)
2:30 P.M. Scherrer (P)
3:00 P.M. Lapidus (B)

Contact: Marjorie Dunton, Chambre Syndicale de la Couture Parisienne, 100 rue du Fbg. St. Honore, Paris VIII.

August 1- CHICAGO GIFT SHOW, McCORMICK PLACE, CHICAGO. Contact: Maxine or Robert Carman,
August 6 Little Bros. Shows, 220 Fifth Avenue, MU. 3-3380.

August 15- NEW YORK GIFT SHOW, NEW YORK COLISEUM & PARK-SHERATON HOTEL. Contact: Maxine
August 20 or Robert Carman, Little Bros. Shows, 220 Fifth Avenue, MU. 3-3380.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday August 24	OPENING: RESORT- SPRING COLLECTION By appointment. Contact: Joanne Jaap or Larry Croen, 239-8530.	DESIGN THAI	550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday August 25 11:30 A.M.	FALL FASHIONS: CUSTOMER SHOW Showing of collection by Shannon Rodgers for Jerry Silverman. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR MISS BERGDORF
August 27- Sept. 3	INTERNATIONAL MEN'S FASHION SHOW, COLOGNE, GERMANY. Contact: Messe-und Ausstellungs-GmbH, P.O. Box 210760, 5 Cologne 21, Germany.		
Sept. 6	LABOR DAY (Monday)		
Wednesday Sept. 8 10:15 A.M.	PRESS PREVIEW: SCANDINAVIAN FAIR Storewide salute to Scandinavia. (Open to public September 13-25.) By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR
Wednesday Sept. 8 11:30 A.M.	PRESS PREVIEW: GIVENCHY BOUTIQUE The Givenchy Nouvelle Boutique preview of Fall-Winter collection. By invitation. Customer showing at 3:00 P.M. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Thursday Sept. 9 11:30 A.M.	PRESS PREVIEW: TIKTINER COLLECTION Press preview of French sportswear collection. By invitation. Publicity: Madeline de Vries, PL. 3-7300.	BERGDORF GOODMAN	COUNTRY CASUALS 3RD FLOOR
Sept. 9- Sept. 12	INTERNATIONAL FAIR OF LINGERIE, FOUNDATIONS, UNDERWEAR AND SWIMWEAR, COLOGNE, GERMANY. Contact: Messe-und Ausstellungs-GmbH, P.O. Box 210760, 5 Cologne 21.		
Sept. 12- Sept. 15	IGEDO FASHION FAIR IN DUSSELDORF. Contact: Internationale Modemesse GmbH, Freiligrathstrasse 28, 4 Dusseldorf, Germany.		
Sept. 14	PRIMARY DAY (Tuesday)		
Thursday Sept. 16 4:00 P.M. Cocktails	SWIMWEAR COLLECTION BY LUIS ESTEVEZ "Estevez" and "Miss Estevez" swimwear collections. Showing at 5:00 P.M. By invitation. Contact: 1500 South Central Ave., L.A., 213-746-1450 or 244-4792 (NY)	SEA DARLINGS OF CALIF. (1407 BROADWAY)	1407 BROADWAY 1407 CLUB
Sept. 20	JEWISH NEW YEAR - Rosh Hashonah (Monday)		
Thursday Sept. 23 8:30 P.M.	TWENTY-NINTH ANNUAL COTY AWARDS Presentation of annual Coty American Fashion Critics' Awards. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	ALICE TULLY HALL LINCOLN CENTER
Sept. 29	JEWISH HOLIDAY - Yom Kippur (Wednesday)		
Oct. 18	READY-TO-WEAR BOUTIQUE AND KNITWEAR COLLECTIONS IN FLORENCE (Oct. 18-22)		
Oct. 22	PRET-A-PORER SHOWINGS IN PARIS (Oct. 22-28)		

1972

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